



University of Pretoria Yearbook 2019

Integrated brand communications 224 (BEM 224)

Qualification Undergraduate

Faculty [Faculty of Economic and Management Sciences](#)

Module credits 16.00

Programmes [BCom](#)

[BCom Informatics Information Systems](#)

[BCom Marketing Management](#)

[BA Visual Studies](#)

[BConSci Clothing Retail Management](#)

[BConSci Food Retail Management](#)

Service modules Faculty of Engineering, Built Environment and Information Technology

Faculty of Humanities

Faculty of Natural and Agricultural Sciences

Prerequisites BEM 120 GS

Contact time 3 lectures per week

Language of tuition Module is presented in English

Department Marketing Management

Period of presentation Semester 2

Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.

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